

## WORKSHOPS TRACK 1 – AGENDA

**DAY 1 – OCTOBER 21<sup>ST</sup>, 2014**

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**7:30 – 8:00 a.m.**

**CEIC Conference Area Room 116**

**Registration & Check-In**

**8:00 – 8:30 a.m.**

**Room 226/228**

**MT Department of Commerce – Welcome**

Meg O'Leary     Director, MT Department of Commerce

**8:30 a.m. – 12:00 p.m.**

**Room 226/228**

**Workshop - Exploring the Census and TIGERweb APIs**

Presenter:     Jim Castagneri – Geographer, US Census Bureau

Intended for the more informed user, this session will explore the details of how to leverage the Census API and the TIGERweb REST services to extract custom data and map information. We will look into the Census API data availability and how to query for a specific variable. For TIGERweb, we will explore the differences between the TIGERweb WMS and the TIGERweb REST endpoints and learn how to extract a specific geography for your application.

**12:00 – 1:00 p.m.**

**Lunch – on your own**

**1:00 – 5:00 p.m. (3 Parts)**

**Room 226/228**

**Workshop Part 1 - Using Census Bureau Economic and Demographic Data in a Business Plan – (2 hours)**

Presenters:     Andy Hait – Economist, US Census Bureau  
                     Justin Keller - Section Chief, Customer & Respondent Outreach,  
                     U.S. Census Bureau

This two hour, hands-on presentation is intended for attendees who work with small business owners and entrepreneurs and need to learn about the data and tools that the Census Bureau provides for their business use. We profile the information provided that can help these entrepreneurs better understand their customers, competitors, and local market. We'll also demo a prototype of a new business plan tool, *Census - Open for Business* that presents key information entrepreneurs need in their business plans and loan applications.

## **WORKSHOPS TRACK 1 – AGENDA (CONTINUED)**

**DAY 1 – OCTOBER 21<sup>ST</sup>, 2014**

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**1:00 – 5:00 p.m.**

**Room 226/228**

### **Workshop Part 2 - Using Montana Site Selector for Business Development and Beyond**

Presenter: Dan Lloyd – Business Development Specialist, Governor's Office of Economic Development - (50 minutes)

This presentation will provide an overview of a web application developed by the Montana Department of Administration at the request of the Governor's Office of Economic Development. The Montana Site Selector offers geo-based information in three main categories: available properties, economic and demographic data, and GIS layers to facilitate business growth. The site has proved useful to economic development organizations as well as professionals in planning and environmental industries.

**1:00 – 5:00 p.m.**

**Room 226/228**

### **Workshop Part 3 - Using On-The-Map for Local Economic Development**

Presenter: Barb Wagner – Senior Economist, MT Department of Labor & Industry (1 hour)

This workshop will show users the On-the-Map product from the US Census Bureau. This application displays where workers are employed and where they live. It also provides companion reports on age, earnings, industry distributions, race, ethnicity, educational attainment, and sex.

## **WORKSHOPS TRACK 1 – AGENDA**

**DAY 2 – OCTOBER 22<sup>ND</sup>, 2014**

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**8:00 – 8:30 a.m.**  
**Check-In**

**CEIC Conference Area Room 116**

**8:30 a.m. – 12:00 p.m.**

**Room 226/228**

**Workshop - Using American Factfinder for Business and Community Planning**

Presenters: Mary Craigle & Joe Ramler - Dept. of Commerce Census & Economic Information Center

Update from last year's training on using American Factfinder with a special emphasis on Business and Community. The interactive training will give data users experience with the data sets available and using the tools to retrieve information for business and community profiles.

## PRESENTATIONS TRACK 2 – AGENDA

### DAY 1 – OCTOBER 21<sup>ST</sup>, 2014

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**7:30 – 8:00 a.m.** **CEIC Conference Area Room 116**  
**Registration & Check-In**

**8:00 – 8:30 a.m.** **Room 226/228**  
**MT Department of Commerce – Welcome**  
Meg O'Leary – MT Department of Commerce

**8:30 – 9:45 a.m.** **Room 504**  
**Presentation – Overview of the Montana Economy**  
Presenters: Barb Wagner – Chief Economist, MT Dept. of Labor & Industry  
  
One of Montana's leading economists will discuss the current economic situation and where the economy is headed.

**9:45 – 10:00 a.m.**  
**Break**

**10:00 – 11:00 a.m.** **Room 504**  
**Presentation – The 2012 Economic Census – An Update**  
Presenters: Andy Hait – Economist, US Census Bureau  
Justin Keller - Section Chief, Customer & Respondent Outreach,  
US Census Bureau

This presentation is intended for attendees who know something about Census Bureau economic programs and need an update on what's new for the latest Census. This 1 hour overview covers what we've already released as well as info on what's coming and when. The information is tailored to the local area (highlighting the changes that impact Montana) and also provides an overview of the concepts of key Census economic programs.

## **PRESENTATIONS TRACK 2 – AGENDA (CONTINUED)**

### **DAY 1 – OCTOBER 21<sup>ST</sup>, 2014**

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**11:00 a.m. – 12:00 p.m.**

**Room 504**

#### **Presentation - Information for Economic and Community Planning from the Census of Government**

Presenter: Paul Reyes – US Census Bureau

The presentation will provide an overview of the statistics on governments that are provided by the U.S. Census Bureau's Governments Division. The presentation will explore the intricacies of the organization, employment, and finance statistics of state and local governments. The presentation will provide an overview on accessing the information on state and local governments available on the Census Bureau's website.

**12:00 – 1:30 p.m.**

**Lunch – on your own**

**1:30 – 2:30 p.m.**

**Room 504**

#### **Presentation – MT Department of Commerce CEIC Resources & Services**

Presenters: Joe Ramler - Senior Economist, CEIC  
Leslie Zolman - GIS Coordinator, CEIC  
Dick Hanson – Web Developer, CEIC

CEIC continues to expand as the hub of all types of data and maps. As the official State Data Center for economic and demographic information, the bureau continues to partner with other state agencies to enrich our content and links to available state data. This presentation will include an interactive session where users can discuss needs.

**2:30 – 3:30 p.m.**

**Room 504**

#### **Presentation - Effective Use of Data in Growth Policy Development**

Presenter: Allison Mouch - Planning Bureau Chief, MT Dept. of Commerce  
Community Development Division

Growth policies are one of the foundations of land use planning in Montana. These documents can easily be enhanced with data-driven analysis and mapping. This presentation will explore some of the ways in which statistical data and GIS can be used to help make informed planning decisions.

## **PRESENTATIONS TRACK 2 – AGENDA (CONTINUED)**

### **DAY 1 – OCTOBER 21<sup>ST</sup>, 2014**

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**3:30 – 3:45 p.m.**

**Break**

**3:45 – 4:45 p.m.**

**Room 504**

**Presentation - How SBA Uses Data to Assist Businesses**

**Presenter:** Roger Hopkins, Deputy District Director for the SBA Montana District Office

The SBA provides counseling, mentoring, and training to local businesses every day. Join us for the presentation to learn about the information the SBA uses to grow the Montana economy.

## PRESENTATIONS TRACK 2 – AGENDA

**DAY 2 – OCTOBER 22<sup>ND</sup>, 2014**

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**8:00 – 8:30 a.m.**  
**Check-In**

**CEIC Conference Area Room 116**

**8:30 – 9:30 a.m.**

**Room 504**

**Presentation – US Census Trade**

**Presenter:** Omari Wooden, Foreign Trade Division's Senior Foreign Trade Advisor, U.S. Census Bureau

This presentation will provide an overview of the valuable resources available for utilizing trade data, understanding the Foreign Trade Regulations and using the Automated Export System.

**9:30 – 10:00 a.m.**

**Room 504**

**Presentation – Montana Trade & Export**

**Presenter:** Lonie Stimac - Bureau Chief, MT Dept. of Commerce Office of Trade & International Relations

This presentation will provide an update on Montana's Export & Trade Office.

**10:00 – 10:15 a.m.**  
**Break**

**10:15 – 11:00**

**Room 504**

**Presentation – Leveraging Public Data to Develop Private Industry**

**Presenters:** Tom Kaiserski, Program Director, MT Dept. of Commerce Industry Development Program  
Dustin de Yong, Business Development Specialist, MT Dept. of Commerce Industry Development Program

The Industry Development Program (IDP) of the Business Resources Division engages directly with private sector industries and partners with multiple local, state and public entities to foster economic development in Montana's most promising industries. This presentation will outline the IDP industrial analysis process, review published industry analysis reports, and discuss ongoing and possible future projects in an open format. Join the discussion to learn how this program leverages public data to develop private industry in Montana.

## PRESENTATIONS TRACK 2 – AGENDA (CONTINUED)

**DAY 2 – OCTOBER 22<sup>ND</sup>, 2014**

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**11:00 a.m. – 12:00 p.m.**

**Room 504**

**Panel Presentation – Montana's Economy Ahead**

US Economic Census Experts Andy Hait and Justin Keller will be joined by Montana experts in a panel discussion

**12:00 – 12:15 p.m.      Wrap Up**

**Room 504**